

Media release

Roland Berger future study confirms attractiveness of Market Expansion Services in Asia

The continued positive growth dynamics in the Asian markets offer promising development opportunities for companies. With an average annual growth rate of 6.5% over the next five years, the future outlook of Market Expansion Services in Asia remains prosperous as shown by the new study from Roland Berger.

Zurich, Switzerland, January 17, 2017 – In its most recent market study, Roland Berger has analyzed the development and growth outlook of the Market Expansion Services industry in Asia. The report, published for the sixth time in a row, looks at the four industries consumer goods, healthcare as well as specialty chemicals and engineered products in South East Asia, Greater China and North East Asia.

The independent study predicts an average annual growth rate of 6.5% over the next five years for the Market Expansion Services industry in Asia, from a current market size of USD 632 billion to USD 866 billion in 2021. As such, the growth forecast by Roland Berger for the sector remains largely unchanged compared to previous year's report. The study also concludes that the share of Market Expansion Services has once again increased in 2016 to now 21% of the overall market, in an industry which remains highly fragmented. The growing share of Market Expansion Services in the consumer and industrial markets in Asia is attributable to the continued trend for outsourcing of marketing, sales and capillary distribution by many local and international manufacturers.

Within both the consumer goods and healthcare segment, the sustained growth is attributed by the rising overall demand as well as an increase in market penetration. This development is driven by the attractive economic outlook for Asia and the fast-growing middle class. In addition, the inner-Asian trade is rising and the increasing focus of companies on core competencies supports the trend towards outsourcing. These in turn lead to a promising demand for Market Expansion Services.

"We are delighted that Roland Berger has once again confirmed the potential of our industry. We are convinced that DKSH is well-positioned to benefit from these attractive prospects and that we can further strengthen our leading position," said Martina Ludescher, Chief Commercial Officer of DKSH.

The independent study, commissioned by DKSH, is available as [download](#).

About DKSH

DKSH is the leading Market Expansion Services provider with a focus on Asia. As the term "Market Expansion Services" suggests, DKSH helps other companies and brands to grow their business in new or existing markets. Publicly listed on the SIX Swiss Exchange since 2012, DKSH is a global company headquartered in Zurich. With 770 business locations in 36 countries – 740 of them in Asia – and 28,300 specialized staff, DKSH generated net sales of CHF 10.1 billion in 2015. DKSH was founded in 1865. With strong Swiss heritage, the company has a long tradition of doing business in and with Asia and is deeply rooted in communities and businesses across Asia Pacific.

For further information please contact:

DKSH Holding Ltd.

Till Leisner
Head, Group Investor & Media Relations
Phone +41 44 386 7315
till.leisner@dksh.com

Dominique Nadelhofer
Manager, Group Media Relations
Phone +41 44 386 7228
dominique.nadelhofer@dksh.com

Think Asia. Think DKSH.